

ABSTRACT

A decorative or informative decal adherable to a grainy or textured surface, including that of a geological formation, such as a rock or a concrete structure, the decal defined by a first layer of water permeable transfer paper overlaid with a second layer release coat which is overlaid with a third layer of inorganic metallic color oxides in an oil medium formed in a decorative shape or informational text which is overlaid with a fourth layer of cover coat. The surface to which the decal is applied is first wet with a suitable solvent, the decal is wetted such that the water permeable transfer paper and release coat is removed and the third layer of inorganic metallic color oxides in an oil medium is juxtaposed the surface of the geological formation or concrete, and smoothed to conform to the surface. A portion of the cover coat and oil medium reacts with the solvent so as to dissolve and become tacky and forms the adhesive and adheres to the rock or concrete and dries, thereby positioning the decal.